

ORDER



Orders

Order / Rev:	1018918
Alt Order #:	06815349
Product Desc:	OCEGUERA 4 CONGRESS
Estimate:	1187
Flight Dates:	10/16/12 - 10/22/12
Original Date / Rev:	05/21/12 / 10/23/12
Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency

Name:	GMMB, Inc./ Washington D.C.
Buying Contact:	
Billing Contact:	
	Washington Harbor
	Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name:	Oceguera for Congress Revised
Demographic:	A35+
Product Codes:	PLC02
Priority:	SELECT PRIORITY CODE
Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Totals	
			Gross Amount	Net Amount
10/01/12	10/22/12	34	\$29,065.00	\$24,705.25
			Month	# Spots
			October 2012	34
			Totals	34
				\$29,065.00
				\$24,705.25
				0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$29,065.00
Market	100%	\$145,325.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$37,784.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,518.25
KTUD	1%	\$1,453.25
KVVU	22%	\$31,971.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,532.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners	5-6a		M-WTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/16/12	10/22/12	MTWTF--	4	\$450.00	0.00

Order / Rev: 101891
Alt Order #: 06815349
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Ocegueda for Congress
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1187

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagner	M-F 5-6a WakeUp w/Wagners	5-6a	M-WTF--	:30	4	\$450.001	0.00	NM		4	\$1,800.00		
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/16/12	10/22/12	MTWTF--			4	\$450.00		0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
2	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	(\$450.00)	0.00	NM						
		See MG 1.5,1.6,1.7															
		[.NOT AVAILABLE RATE]	NOT AVAILABLE RATE														
3	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	(\$450.00)	0.00	NM						
		See MG 1.5,1.6,1.7															
		[.NOT AVAILABLE RATE]	NOT AVAILABLE RATE														
4	KSNV	10/16/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	(\$450.00)	0.00	NM						
		See MG 1.5,1.6,1.7															
		[.NOT AVAILABLE RATE]	NOT AVAILABLE RATE														
5	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	\$450.00	0.00	NM						
		⑩ MG for 1.3,1.2,1.4															
		[Revised rate to reinstate]															
6	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	\$450.00	0.00	NM						
		⑩ MG for 1.3,1.2,1.4															
		[Revised rate to reinstate]															
7	KSNV	10/17/12-10/22/12	M-F 5-6a WakeUp w/Wagner	5-6a			MTWThF----	:30	\$450.00	0.00	NM						
		⑩ MG for 1.3,1.2,1.4															
		[Revised rate to reinstate]															
E 2	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagner	6-7a		MTWTF--	:30	5	\$190.004	0.00	NM		1	\$190.00		
		M-F 6-7a WakeUp w/Wagners															
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/16/12	10/22/12	MTWTF--			1	\$190.00		0.00								
E 3	KSNV	10/16/12	10/22/12	Today Show		CM	658a-9am		MTWTF--	:30	5	\$300.003	0.00	NM		1	\$300.00
		Today Show															
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/16/12	10/22/12	MTWTF--			1	\$300.00		0.00								
E 4	KSNV	10/20/12	10/20/12	Saturday Today		CM	7a-9am		-----S-	:30	1	\$625.001	0.00	NM		1	\$625.00
		Saturday Today															
SATURDAY TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/15/12	10/21/12	-----S-			1	\$625.00		0.00								
E 5	KSNV	10/21/12	10/21/12	Sunday Today		CM	7a-8am		-----S	:30	1	\$750.001	0.00	NM		1	\$750.00
		Sunday Today															
TODAY ON SUNDAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/15/12	10/21/12	-----S			1	\$750.00		0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
1	KSNV	10/15/12-10/21/12	Sunday Today		7a-8am			-----Su	:30	(\$750.00)	0.00	NM					
		See MG 5.2															
		[Below LUR]															
2	KSNV	10/21/12-10/21/12	Sunday Today		7a-8am			-----Su	:30	\$750.00	0.00	NM					
		⑩ MG for 5.1 10/21															
		[Revised rate to reinstate]															
E 11	KSNV	10/16/12	10/22/12	The Doctors		CM	2pm-3pm		MTWTF--	:30	1	\$100.004	0.00	NM		1	\$100.00
		The Doctors															
THE DOCTORS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/16/12	10/22/12	MTWTF--			1	\$100.00		0.00								
E 12	KSNV	10/16/12	10/22/12	Dr. Phil		CM	3-4p		MTWTF--	:30	1	\$200.003	0.00	NM		1	\$200.00
		Dr Phil															
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week:	10/16/12	10/22/12	MTWTF--			1	\$200.00		0.00								

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	KSNV	10/16/12	10/22/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-WTF--	:30	4	\$1,300.001	0.00	NM	4	\$5,200.00	
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/16/12	10/22/12		M-WTF--		4	\$1,300.00		0.00						
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-WThF----	:30(\$1,300.00)	0.00	NM		
		See MG 17.5,17.6,17.7	[Below LUR-LUR is \$260]												
2	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30(\$1,300.00)	0.00	NM		
		See MG 17.5,17.6,17.7	[Below LUR-LUR is \$260]												
3	KSNV	10/16/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30(\$1,300.00)	0.00	NM		
		See MG 17.5,17.6,17.7	[Below LUR-LUR is \$260]												
5	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30 \$1,300.00	0.00	NM		
		(@) MG for 17.1,17.3,17.2	[Revised rate to reinstate]												
6	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30 \$1,300.00	0.00	NM		
		(@) MG for 17.1,17.3,17.2	[Revised rate to reinstate]												
7	KSNV	10/17/12-10/22/12	M-F Wheel			7-730pm				M-wThF-----	:30(\$1,300.00)	0.00	NM		
		(@) See MG 17.8	[pgm cgh = wheel in prime due to debate]												
8	KSNV	10/22/12-10/22/12	Wheel of Fortune in PRIME	M-SA 8-11p / SUN						M-----	:30 \$1,300.00	0.00	NM		
		(@) MG for 17.7 10/22	[INV CODE]												
E 18	KSNV	10/20/12	10/20/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	----S-	:30	1	\$525.001	0.00	NM	1	\$525.00	
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		----S-		1	\$525.00		0.00						
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12	Wknd Jeopardy			630-7pm				-----Sa--	:30 (\$525.00)	0.00	NM		
		See MG 18.2	[Below LUR-LUR is \$175]												
2	KSNV	10/20/12-10/20/12	Wknd Jeopardy			630-7pm				-----Sa--	:30 \$525.00	0.00	NM		
		(@) MG for 18.1 10/20	[Revised rate to reinstate]												
E 19	KSNV	10/20/12	10/20/12	Wknd Wheel of Fortune	CM	7-730pm	----S-	:30	1	\$525.001	0.00	NM	1	\$525.00	
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		----S-		1	\$525.00		0.00						
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	10/15/12-10/21/12	Wknd Wheel of Fortune			7-730pm				-----Sa--	:30 (\$525.00)	0.00	NM		
		See MG 19.2	[Below LUR-LUR is \$175]												
2	KSNV	10/20/12-10/20/12	Wknd Wheel of Fortune			7-730pm				-----Sa--	:30 \$525.00	0.00	NM		
		(@) MG for 19.1 10/20	[Revised rate to reinstate]												
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.001	0.00	NM	1	\$3,200.00	
THE OFFICE/ UP ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	10/15/12	10/21/12		---T---		1	\$3,200.00		0.00						

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Estimate: 1187

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																															
E 22	KSNV	10/18/12	10/18/12	Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00																															
Thursday Prime 9-10pm																																														
THE OFFICE/ UP ALL NIGHT																																														
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																									
Week: 10/15/12	10/21/12	---T---	1	\$3,200.00	0.00																																									
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1	KSNV	10/15/12-10/21/12	Thurs PR 9-10p	9-10pm	---Th----	:30	(\$3,200.00)	0.00	NM																																					
<p>See MG 22.2 [NOT AVAILABLE RATE] NOT AVAILABLE RATE</p>																																														
2	KSNV	10/18/12-10/18/12	Tues PR 9-10p		CM	9-10pm	---Th----	:30	\$3,200.00	0.00	NM																																			
<p>(@ MG for 22.1 10/18 [Revised rate to reinstate]</p>																																														
E 23	KSNV	10/20/12	10/20/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$1,300.00	0.00	NM	1	\$1,300.00																																
Saturday Prime 10-11pm																																														
LAW & ORDER: SVU																																														
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																									
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1	KSNV	10/15/12-10/21/12	Sat PR 10-11p	10-11pm	-----Sa--	:30	(\$1,300.00)	0.00	NM																																					
<p>See MG 23.2 [Below LUR]</p>																																														
2	KSNV	10/20/12-10/20/12	Sat PR 10-11p		CM	10-11pm	-----Sa--	:30	\$1,300.00	0.00	NM																																			
<p>(@ MG for 23.1 10/20 [Revised rate to reinstate]</p>																																														
E 24	KSNV	10/21/12	10/21/12	Sun PR 10-11p	CM	10-11pm	-----S	:30	1	\$1,200.00	0.00	NM	1	\$1,200.00																																
Sunday Prim 10-11pm																																														
LAW & ORDER AFTER NFL																																														
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																																									
Week: 10/15/12	10/21/12	-----S	1	\$1,200.00	0.00																																									
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1	KSNV	10/15/12-10/21/12	Sun PR 10-11p	10-11pm	-----Su	:30	(\$1,200.00)	0.00	NM																																					
<p>See MG 24.2 [Below LUR]</p>																																														
2	KSNV	10/21/12-10/21/12	Sun PR 10-11p		CM	10-11pm	-----Su	:30	\$1,200.00	0.00	NM																																			
<p>(@ MG for 24.1 10/21 [Revised rate to reinstate]</p>																																														
E 25	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00																															
M-F News 3 at Eleven																																														
NEWS 3 NIGHTSIDE																																														
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E 27	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00																															
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E 29	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$400.00	4	0.00	NM	1	\$400.00																															
Saturday Night Live																																														
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E 30	KSNV	10/21/12	10/21/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00																															
NFL Football																																														
SUN NT FB: PITT @ CIN																																														
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N31	KSNV	10/18/12	10/22/12	FacetoFace/Ralston Report	CM	730-758pm	M--TF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00																															
FacetoFace/Ralston Report																																														
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Totals

34

\$29,065.00